



# eLFA2015

## Enhanced Digital Content: Changing Landscapes for Teaching and Learning

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Vice President, Learning Services



## Smartphones and tablets a growing hit among Singaporeans

PUBLISHED ON JUN 18, 2013 9:23 AM



Seventy-eight per cent of people in Singapore now have one smartphone, up from 74 per cent last year. Two in five own a tablet computer, compared with one in three a year ago. -- ST PHOTO: TED CHEN

More Singaporeans are snapping up smartphones and tablets to connect with friends on the move.

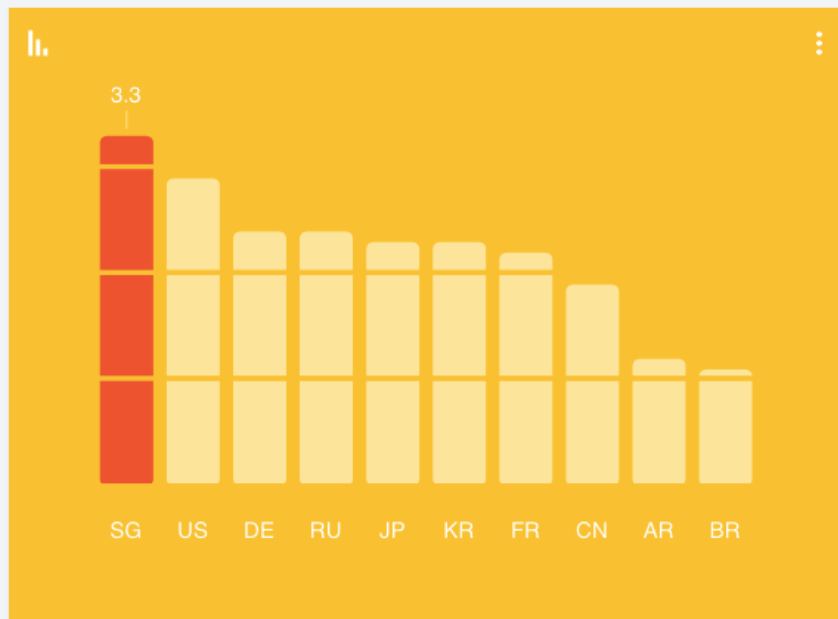
## Students win \$30,000 to develop app that encourages people to not use their phones

PUBLISHED ON NOV 18, 2014 6:43 PM



(From left) Libern Lin Yue Bin, 20, Fang LingQing, 20, and Yap Jian Le, Lester, 20, showing their award winning 'Apple Tree' apps at the Splash Awards. A team of 20-year-old Republic Polytechnic students have been awarded \$30,000 to develop an app which stops phone users from using other apps. -- ST PHOTO: DESMOND WEE

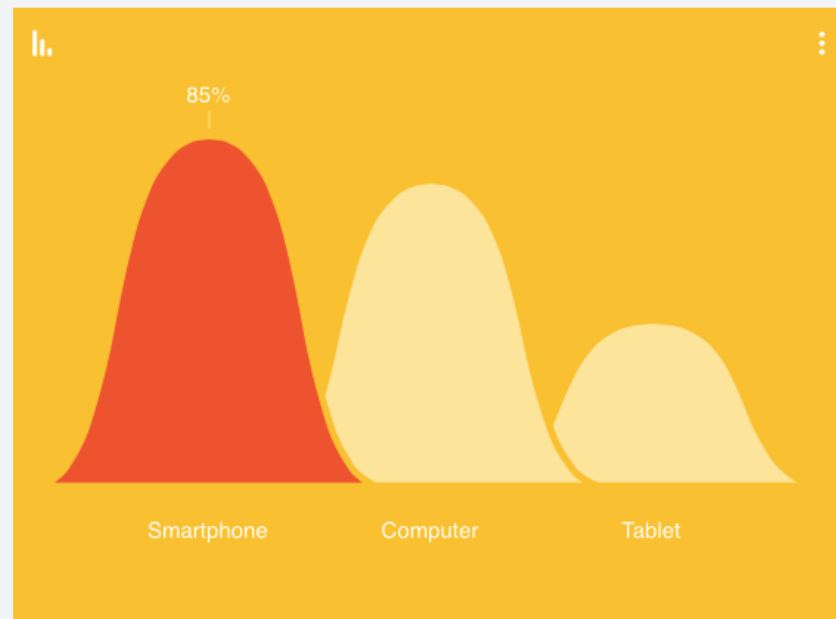
Insights from Google for: Singapore



### Number of connected devices per person



Singaporean people use an average of 3.3 devices each - one of the highest rates in the world.



### Smartphone usage



A smartphone is the connected device most commonly used by people in Singapore.

# UniSIM Application Suite

Introducing UniSIM Learning System



Home

UniSIM Mobile

UniSIM Backpack

Blackboard Mobile Learn

eTextBook

iStudyGuide

FAQ



iStudyGuide

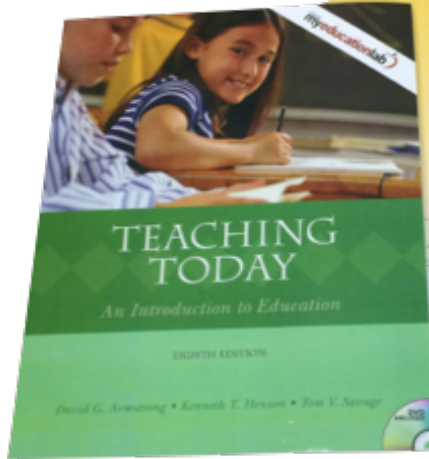
UniSIM Mobile

Blackboard Mobile Learn

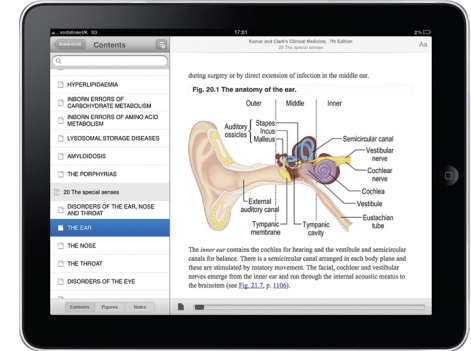
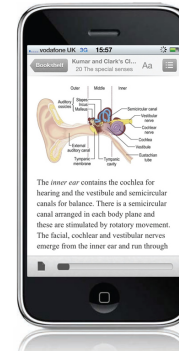
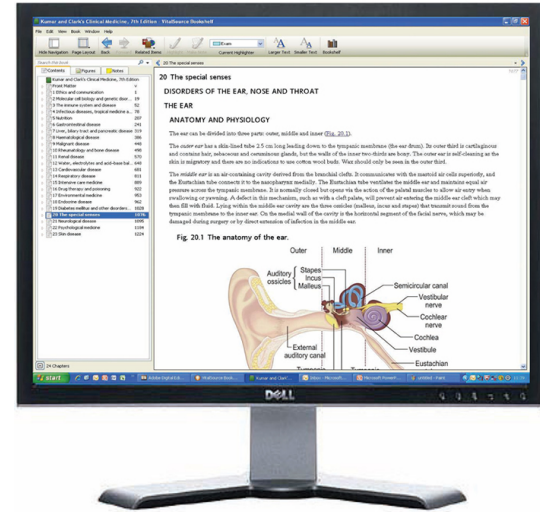
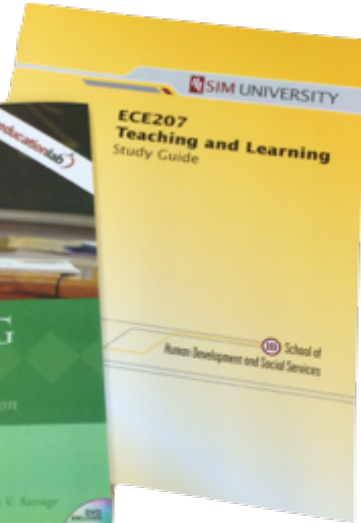


# Print to enhanced Digital Content

Printed  
Text Book



Printed  
Study Guide



# Print Textbooks

# eTextbooks on VitalSource



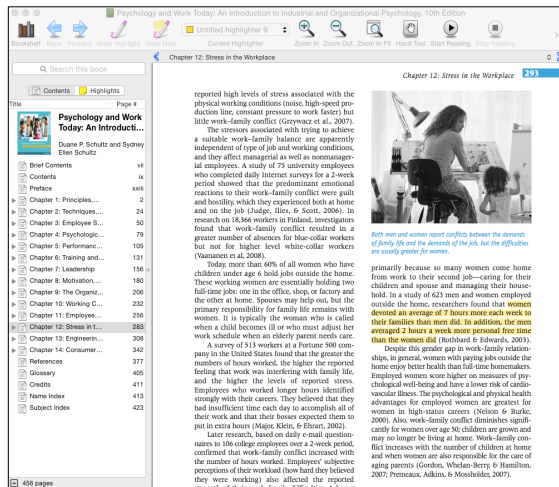
SAGE

PEARSON  
Education

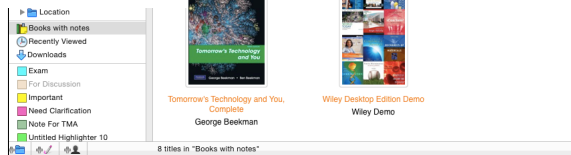
CENGAGE  
Learning

WILEY

Mc  
Graw  
Hill  
Education



Sharable Highlights,  
Notes, and Bookmarks.



July 2013 started to provide  
e-Textbooks for our students.

Lifelong access with  
VitalSource account.

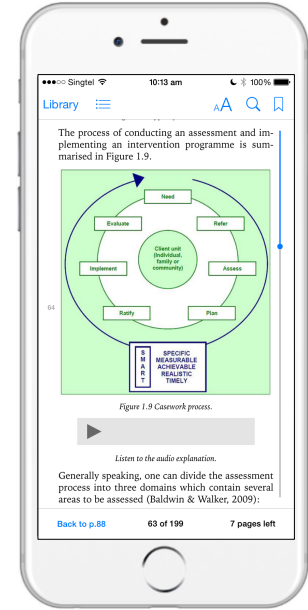
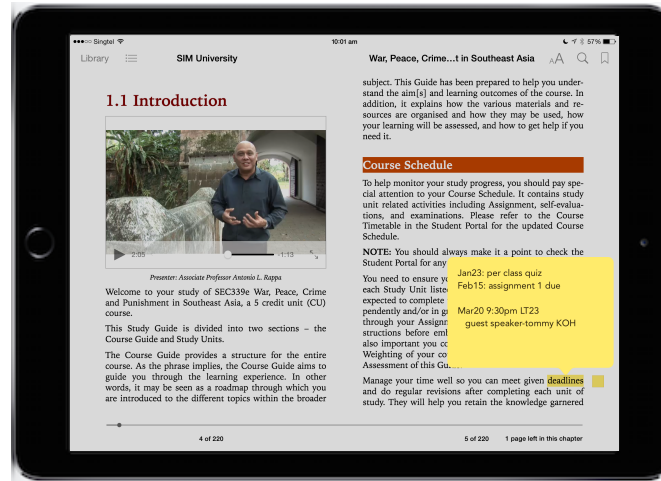
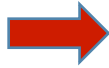
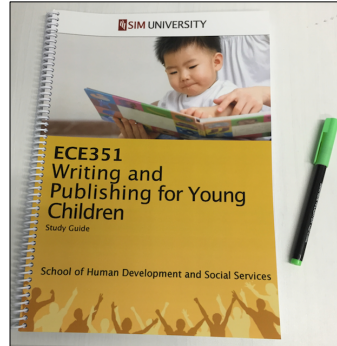
Downloadable to  
4 devices.

Provided both print and  
e-Textbook (PDF format)

Before :  $P_f$   
After :  $P_f + e_f$

Last semester we have 130  
courses with e-Textbooks

# Enhanced Study Guides using ePub3 format



- Bookmark, **highlight**, take notes, share notes.
- URL references, audio notes and slides.
- Search, dictionary and text-to-speech.

- Re-flowable format renders readable ebooks on various mobile devices and PCs

Before :  $P_f$

After :  $e_f + P_c$

# iSG has many "interactives"

## Intro Video

**1. Welcome**



Presenter: Ms Siti Shaireen

Welcome to the course ECE 207e Teaching and Learning, a 5 credit unit (CU) course.

## Voice over Slides

**Is this Play and Mathematical Learning?**

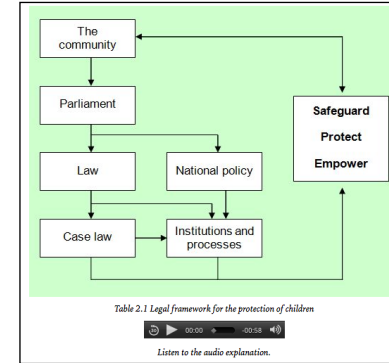
**Scene 1**  
The children are engage in playing a numbered board snakes and ladder game.

**Scene 2**  
Children are playing with their tangrams.

**Scene 3**  
Children are bowling with their plastic pins and a ball.

**Scene 4**  
Children are building with their wooden blocks.

## Audio Narration



## Reveal-the-answer

These are some historical figures who exhibited cardinal traits. Can you identify their cardinal traits?

Touch the images to check your answer.



Mother Teresa



Scrooge



Abraham Lincoln

Compassion/Love

Greed

## Fill-in-the-blanks

The Interaction Hypothesis

Like Krashen's in \_\_\_\_\_ hypothesis, Michael \_\_\_\_\_'s interaction hypothesis emphasises the importance of c\_\_\_\_\_ i\_\_\_\_\_ but claims that it is most effective when it is m\_\_\_\_\_ through the n\_\_\_\_\_ of meaning. Interactionist learning theory sees acquisition as the result of the joint contribution of the linguistic e\_\_\_\_\_ and the learner's internal mechanisms.

- 1 negotiation
- 2 interaction
- 3 modified
- 4 Long
- 5 comprehensible
- 6 input


Submit

## Formative Assessment

1. Which of the following element is NOT a component of the iStudyGuide?

- ☐ Formative assessment
- ☐ Learning outcomes
- ☐ Pre-class quiz
- ☐ Course Introductory Video

## Publisher's Materials

 Higher Education

**BUS365e Selected Topics in Management Study Guide**


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The text in the study units is based on the instructor's resource material for *Employee Training & Development*; Noe, R.; © 2010. Reproduced with permission of The McGraw-Hill Global Education Holdings, LLC.

## Reflection


 **REFLECT**

What other characteristics do self-actualised individuals share? How is the humanistic approach different from traditional views of the human condition as a whole?

 **READ**

Pages 270-284 of *Introduction to Personality* (Burger, 2011).

**6.5 A Look at Self-Esteem**

 **WATCH**

For more information, please click [here](#).


Humanistic theorists are primarily concerned with one's self-concept and also self-esteem. Self-esteem

## Learning Outcomes

At the end of this unit, you should be able to:

- Know how to define behaviours
- Understand:
  - What is behaviour
  - How to describe behaviours
  - Different types of behaviours
- Understand the BBSP observation method
- Know the common mistakes in observation
- Know the activator intervention techniques
- Know six principles for maximising effective activators
- Know the natural rewarding consequences can lead to positive self-talk and internal motivation

## Activity-based Learning

 **ACTIVITY 4**

**A closer look at working with issues of illness, grief and loss?**

a. Watch the interview video of a social worker who has been working with issues of illness, grief and loss?

- Empowering the family
- Application of the ecological systems theory
- Coping with grief and loss
- Support for coping with issues of grief and loss
- Family social worker's response to grief and loss
- Journeying with our clients
- Preparing to work with clients with regard to grief and loss

b. Answer the following questions after watching the video.

1. What are your personal concerns when it comes to working with your clients on issues of illness, grief and loss?

Learning Design  
Document for  
Course Developers

iSG has  
Pedagogical  
Framework

Course Instruction  
Document for  
instructors



# iStudyGuides

interactive, engaging  
learning anytime, anywhere

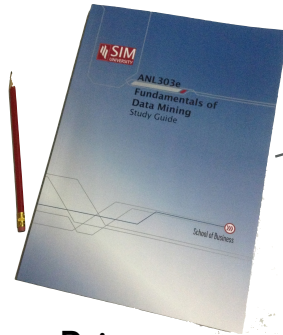


Our aim is to produce attractive, useful, self-learning content in a most portable and accessible format for the 21st century learner — anticipating that they will be using their mobile devices for access and learning.

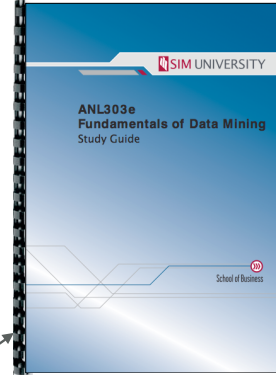


In March of 2013, this slide was used to present the case for converting our print to digital using ePub format.

The Plan: we start by digitizing one of UniSIM's unique learning asset - the **Study Guide**.



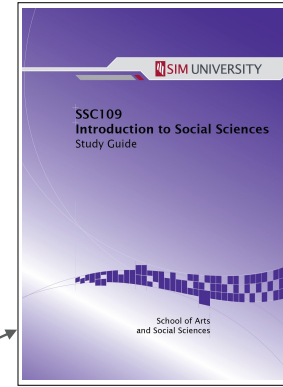
Print



PDF

UniSIM gains:

- \* shorter prodn time
- \* better distribution
- \* easier updates
- \* incremental improvements
- \* consistent presentation
- \* easier maintenance

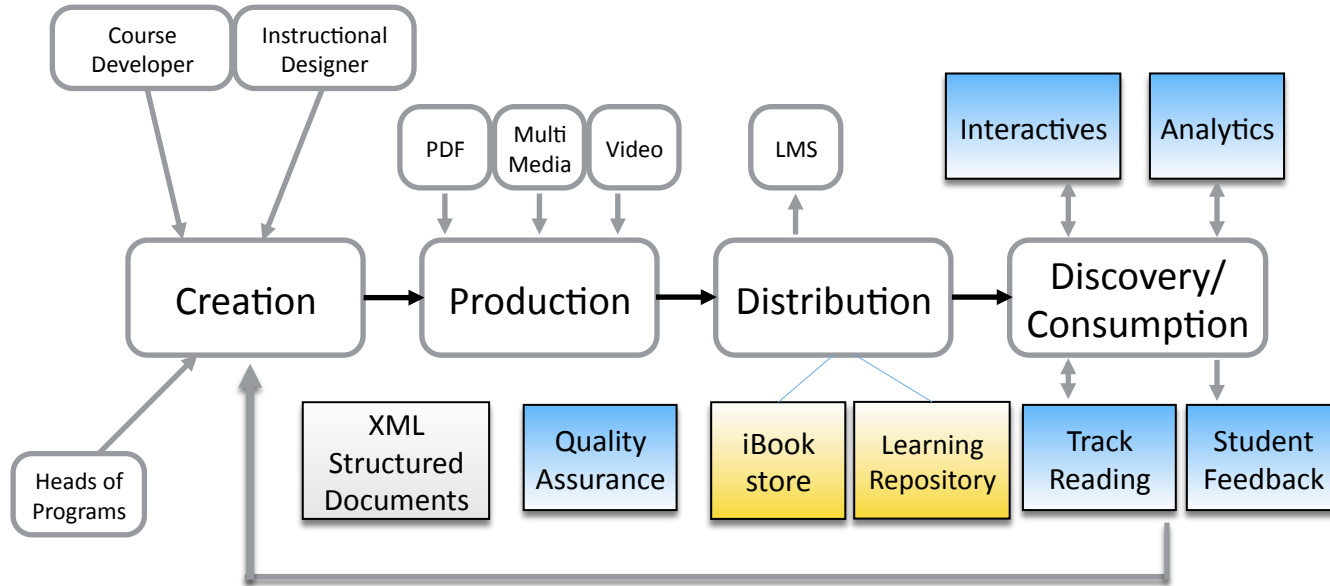


ePub

Student gains:

- \* multiscreen availability
- \* better accessibility
- \* better UX with ePub
- \* learning thro' interactivity
- \* learning thro' rich media
- \* annotations, bookmark, definitions, notes and notes sharing.
- \* print option

# UniSIM Study Guide Development Workflow

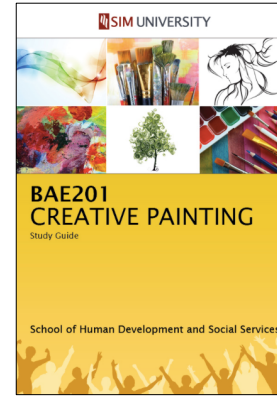


# We set targets for the schools and mobilized our development team.

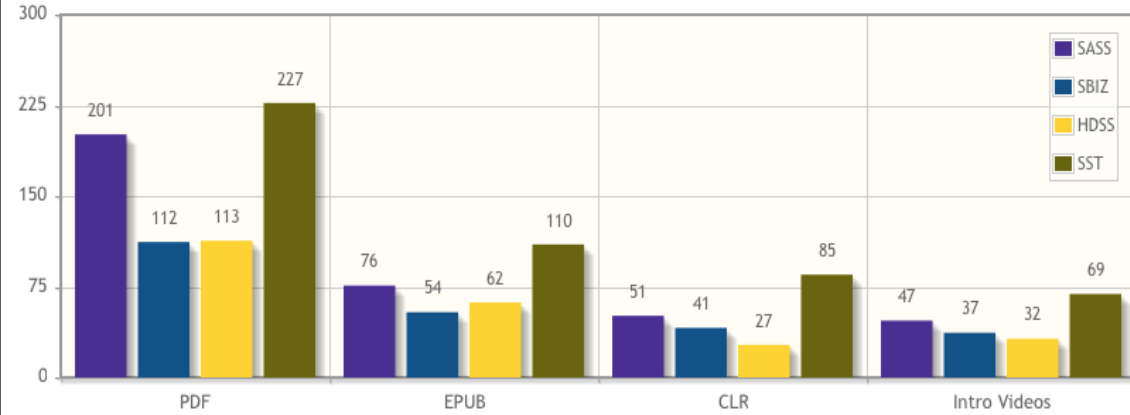
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Jan-13		Jul-13		Jan-14		Jul-14		Jan-15		Jul-15			
Schools	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2	T1	T2		
SST (eReady dates)	FEM211	FEM201	ICT309	HFS206	EAS303	MTH206	BPM101	EAS433	HFSY359	FEM203	ICT205	MTH304		
	ICT211	ENG315	ENG201	MTD105	EAS305	HFS101	BME304	EAS109	EMT301	ICT210	MTH224	BME102		
	ICT333	ENG317	ENG301	MTH104	FEM103	BME352	BME103	EAS205	EAS435	FEM205	HFS301	MTH107		
	EAS101	BME108	EAS301	ICT220	MTH205	PMJ300	ENG321	ENG311	EAS203	EMT303	MTH219	MTD207		
	MTH103		ENG207	ENG319	EAS105	ENG107	FEM105	FEM109	EAS107	EMT307	MTH220	MTD113		
	PHZ102			ENG327	MTH101	BPM201	EAS103	FEM207	ICT332	MTH207	MTH222	FMT303		
	BME101			HFS107	FEM101	BPM203	ENG231	FMT301	ICT335	MTH223	MTH209	FMT311		
	BME107			FEM107	FEM107	BPM205	ICT203	BME315	FMT309	MTH217	MTD303			
	MTH211			BME213	ICT219	BPM301	ICT212	MTH309	FMT305	MTD205	EAS201			
				BPM103	ICT331	MTD213	MTD107	MTH310	BPM107	MTD364	BME215			
					EAS203	BME203	BME217	EAS419	MTD363	MTD211	BME355			
					EAS307	EAS301	EAS301	MTD205	MTD203	MTD111	FMT307			
					EAS205	ICT271	ICT271	ENG328	MTD201	HDS103	EMT305			
					EAS109	FMT407	FMT407	MTD219	MTD219		EMT309			
					EAS107									
					EAS111									

Level 1.14/15					Level 1.14/15					Term 1 (14/15)					Term 2 (14/15)				
1. CLC001	2. CLC002	3. CLC003	4. ME107	5. BUS107	6. PM105	7. BME102	8. ENG101	9. ENG103	10. ENG105	11. CTI21	12. CTI213	13. COR171	14. GSP175	15. COU103	16. GSP175	17. GSP175	18. GSP175	19. GSP175	20. GSP175
1. CLC001	2. CLC002	3. CLC003	4. ME107	5. BUS107	6. PM105	7. BME102	8. ENG101	9. ENG103	10. ENG105	11. CTI21	12. CTI213	13. COR171	14. GSP175	15. COU103	16. GSP175	17. GSP175	18. GSP175	19. GSP175	20. GSP175
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# iStudyGuides



Course Count



Total Courses with PDF: **653**  
Total Courses with EPUB: **302**  
Total Courses with Intro Video: **185**  
Total Courses with Chunked Video: **204**

Update as of Wed Apr 29 15:17:38 SGT 2015

Courses with iSGs produced:

Jul 2015 Sem: **440 (67%)**

By 2017: 100%

# Cloud Based Content Repository

## Digital Asset Management

Course Code : COU103

Course Title : Group Dynamics and Group Facilitation

Study Units

Study Guide

Other Course Material

CLR

Jutoh

Exam Paper

Study Guide

Metadata

Semester

View History

Combined File (zip)

Latest Version 1.0

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PDF COU103_SG_Jan2015_V1.0.pdf	1.0 (69 pgs)					<a href="#">Link</a>
ePub COU103_V1_0.epub	1.0.0					<a href="#">Link</a>

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Mini ISG	Latest Version	Upload	Overwrite	Download	Permanent Link*	History

Intro Video	Latest Version	Upload	Overwrite	Download	Permanent Link*	History

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# iBookStore

## Shopping Cart

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SEARCH

Course Code

Hello, Lucy Lee

BROWSE

MY COURSES

MY CART

MY ACCOUNT

FAQ

BROWSE BY

Arts and Social Sciences

Business

Human Development and Social Services

Science and Technology

Centre for Continuing and Professional Education

Teaching and Learning Centre

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Economics

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Human Factors

Information Technology

NEW READS

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Social Work

Sociology

Tamil

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Song Ci

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Learning Effectively through your iStudyGuide

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Teaching and Learning at UniSIM

Using Visuals To Organise Your Learning And Presentations

Academic Integrity

Learning Effectively through your iStudyGuide

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CPEN/EN: 2005440792 registered. 4 June 2010 - 3 June 2015

Frequently Asked Question

## Choice of ePub was advantageous when dealing with languages



宋词专题

## 前言

A video player interface showing a man in a pink shirt speaking. The video title 'CLS307 宋词专题' is overlaid on the right side of the video frame. The video player controls at the bottom show a play button, a progress bar at 00:20, and a total duration of -03:40.

主讲者：袁忠教授

欢迎修读《CLS307e 宋词专题》。这是一门5学分的电子教学科目。

本指南是你的学习旅程中的资源。它分成科目指南和学习单元两部分。

《科目指南》涵盖两这门课的课程框架，同时也包含学习单元的概要。此《科目指南》旨在帮助学院了解这一科目的课程性质学习目标内容框架修读方式成绩考核方式等。

Page 5

Page 6

No pages left in this chapter



## எளிமை - புதுமை - இனிமை- முழுமை

யூனிசிம் பல்கலைக்கழகம் வேலை செய்துகொண்டிருக்கும் வயது வந்தோருக்காகவும் தொழில் வல்லுநர்களுக்காகவும் மட்டுமே இயங்கும் சிங்கப்பூரின் நான்காவது பல்கலைக்கழகமாகும். சிம்பல்கலைக்கழகத்தில் நீங்கள் உங்கள் கனவுகளை நனவாக்க இயலும்.

சொந்த பட்டங்களை அளிக்கக் கல்வி அமைச்சினால் வழங்கப்பட்ட சிம் பல்கலைக்கழகத்தின் நெகிழ்வுத்தன்மைமிக்கப் பாடத்திட்டத்தின் மூலம் உங்கள் வாழ்க்கையின் பொறுப்புகளுக்கு எந்தவொரு பாதிப்புமின்றி, உயர்கல்வித் தகுதிகளையும் திறன்களையும் மேம்படுத்திக்கொள்ள முடியும்.

இப்பாடத்திட்டம் உங்கள்வேலை, குடும்பம் மற்றும் சமூக வாழ்க்கை ஆகியவற்றின் தேவைகளை மனதிற்கொண்டு உருவாக்கப்பட்டுள்ளது. திறந்த நிலையில், நெகிழ்வுத் தன்மைமிக்கக் கற்றல் சூழ்நிலையில் நீங்கள் உங்கள் சொந்த வேகம், நிலை, தூழல் ஆகியவற்றிற்கேற்பப் படிக்கலாம்.

தமிழகத்தில் இளங்கலைப் பட்டப்படிப்பில் 3 பாகங்கள் உண்டு. முதல் பாகம் தமிழ் பொது 2 தாள். இரண்டாம் பாகம் ஆங்கிலம் 2 தாள். மூன்றாம் பாகம் சிறப்புத் தமிழ் 8 தாள்கள்.

அயலகத் தமிழர்களுக்கு ஆங்கில தாள்கள் தேவையில்லை. முதல் பொதுத் தமிழ் பாகமும், மூன்றாம் சிறப்புத் தமிழ் பாகமும் ஒருங்கிணைக்கப்பட்டு கற்றால் போதும்.

இவற்றை இணைத்து 12 தாள்களாக வகுத்துள்ளோம். ஒராண்டுக்கு 4 தாள்கள்; முதல் பருவத்தில் இரு தாள்கள்; இரண்டாம் பருவத்தில் அடுத்த இரு தாள்கள் என அமையும். மூன்று ஆண்டுகளுக்கு மொத்தம் 12 தாள்கள்.

ஒரு தாளும் நேர்முகமாக ஆறு வகுப்பறைப் பாடமாகவும் (lectures) ஐந்து கலந்துரையாடல் (tutorials)- வினா விடை -

## Pendahuluan



WATCH

Tatabahasa Bahasa Melayu - Pendahuluan, click [here](#) ✨

### Apa Itu Tatabahasa

Tatabahasa berkaitan dengan cara bagaimana ayat dan ujaran dibentuk. Dalam ayat bahasa Melayu, kita akan melihat dua prinsip asas tatabahasa, iaitu susunan item (sintaksis) dan struktur item (morfologi): Mis.

*Saya memberi ibu saya sehelai baju untuk hari jadinya.*

#### Susunan Item (sintaksis)

Makna ayat di atas lazimnya dicipta oleh kata seperti *memberi, ibu, baju dan hari jadi*. Perkataan lain (*Saya, sehelai, untuk*) menyumbangkan makna, dan cara masing-masing kata itu disusun membolehkan kita menafsir makna ayat. Hubungan antara objek tak langsung, *ibu*, dan objek langsung, *sehelai baju*, (bahawa *sehelai baju* telah diberikan dan *ibu* merupakan penerima) berada dalam susunan bahawa objek tak langsung itu datang sebelum objek langsung. Oleh sebab yang diberi itu *sehelai baju*, dan yang menerima itu *ibu*, item yang menerima kesan langsung perbuatan yang dinyatakan oleh kata kerja *memberikan*, maka tidak ada sebab *ibu* berfungsi sebagai objek langsung, walaupun kedudukannya segera selepas kata kerja dalam ayat. Aspek susunan item-item ini dalam ayat dirujuk sebagai *sintaksis*. Oleh sebab itu sintaksis merupakan satu daripada dua prinsip tatabahasa.

#### Struktur item (morfologi)

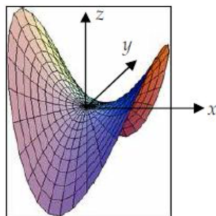
Dalam ayat di atas tadi itu, kedua-dua bentuk *saya* merujuk kepada



represented by the equation

$$z = h(x, y) = \frac{x^2}{a^2} - \frac{y^2}{b^2}$$

This is a hyperbolic paraboloid that opens up along the  $x$ -axis and down along the  $y$ -axis.



### 1.1.3. Section Functions

In general, the surface representing a function may be complicated and difficult to visualize. It is helpful to consider the function obtained by fixing all the independent variables except one at specific values.

#### Example

In the case of  $p(x, y) = x^2 + y^2$ , if we fix  $y$  at 2, we get a function of a single variable  $p(x, 2) = x^2 + 4$ .

In the case of surfaces shown in section 1.1.2, it is worth looking at their behaviour near the origin. The section functions  $p(x, 0)$  and

I

ALS Gregor Samsa eines Morgens aus unruhigen Träumen erwachte, fand er sich in seinem Bett zu einem ungeheuren Ungeziefer verwandelt. Er lag auf seinem panzerartig harten Rücken und sah, wenn er den Kopf ein wenig hob, seinen gewölbten, braunen, von bogenförmigen Versteifungen geteilten Bauch, auf dessen Höhe sich die Beine erhoben. „What’s happened to me,” he thought. It was no dream. Ich erhalten ko... ung kläglich

»Was ist mit mir geschehen?« dachte er. Es war kein Traum. Sein Zimmer, ein richtiges, nur etwas zu kleines Menschenzimmer, lag ruhig zwischen den vier wohlbekannten Wänden. Über dem Tisch, auf dem eine auseinandergepackte Musterkollektion von Tuchwaren ausgebreitet war – Samsa war Reisender –, hing das Bild, das er vor kurzem aus einer illustrierten Zeitschrift ausgeschnitten und in einem hübschen, vergoldeten Rahmen untergebracht hatte. Es stellte eine Dame dar, die, mit einem Pelzhut und einer Pelzboa versehen, aufrecht dasaß und einen schweren Pelzmuff, in dem ihr ganzer Unterarm verschwunden war, dem Beschauer entgegenhob.

Gregors Blick richtete sich dann zum Fenster, und das trübe Wetter – man hörte Regentropfen auf das Fensterblech aufschlagen – machte ihn ganz melancholisch. »Wie wäre es, wenn ich noch ein wenig weiterschliefe und alle Narheiten vergäße,« dachte er, aber das war gänzlich undurchführbar, denn er war gewöhnt, auf der rechten Seite zu schlafen, konnte sich aber in seinem gegenwärtigen Zustand nicht in diese Lage bringen. Mit welcher Kraft er sich auch auf die rechte Seite warf, immer wieder schaukelte er in die Rückenlage zurück. Er versuchte es wohl hundertmal, schloß die Augen, um die zappelnden Beine nicht sehen zu müssen, und ließ erst ab, als er in der Seite einen noch nie gefühlten, leichten, dumpfen Schmerz zu fühlen begann.

»Ach Gott,« dachte er, »was für einen anstrengenden Beruf habe ich gewählt! Tag aus, Tag ein auf der Reise. Die geschäftlichen Aufregungen

# Publishers transition to ePub3

## IBM standardizing on EPUB

The IDPF  
February 13, 2014

**SEATTLE, WA – 13 February 2014 (PRESS RELEASE):** International Digital Publishing Forum (IDPF) and IBM (NYSE: **IBM**) today announced a collaboration to develop a white paper highlighting lessons learned from IBM's recent decision to support EPUB as the company's primary packaged portable document format.

## Wiley Announces EPUB 3 Support

May 19, 2014

Wiley, the international provider of scientific, technical, educational and medical content has announced that EPUB 3 is to become their standard for all Wiley e-book product in reflowable format from February 2014.

## Elsevier Embraces EPUB 3

April 22, 2014

Elsevier, a world-leading provider of scientific, technical and medical information products and services, today announced that new eBooks will be distributed in EPUB 3, thus becoming the first major STM publisher to commit to the latest, most advanced eBook format available. Elsevier currently publishes more than 25,000 eBooks in a variety of formats and via EPUB 3 will be able to offer multi-media and interactive experiences within eBooks as well as improve mobile usability and accessibility. Full

## HarperCollins Distributing EPUB 3 for all New Titles

Posted on 15th January 2015

HarperCollins Publishers has announced the completion of their transition to EPUB 3 for all new e-book titles; all new e-books are now being distributed in EPUB 3 with backward compatibility to EPUB 2.

# Challenges - Thinking Digital

- mobile access (use cases)
- multiple brands of devices (BOYD)
- multiple sizes of screens (multiscreen)
- user experience (UX)
- high availability (eBookStore)
- digitization of content (DRM)
- e-content (assets)



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Xiaomi



iPhone



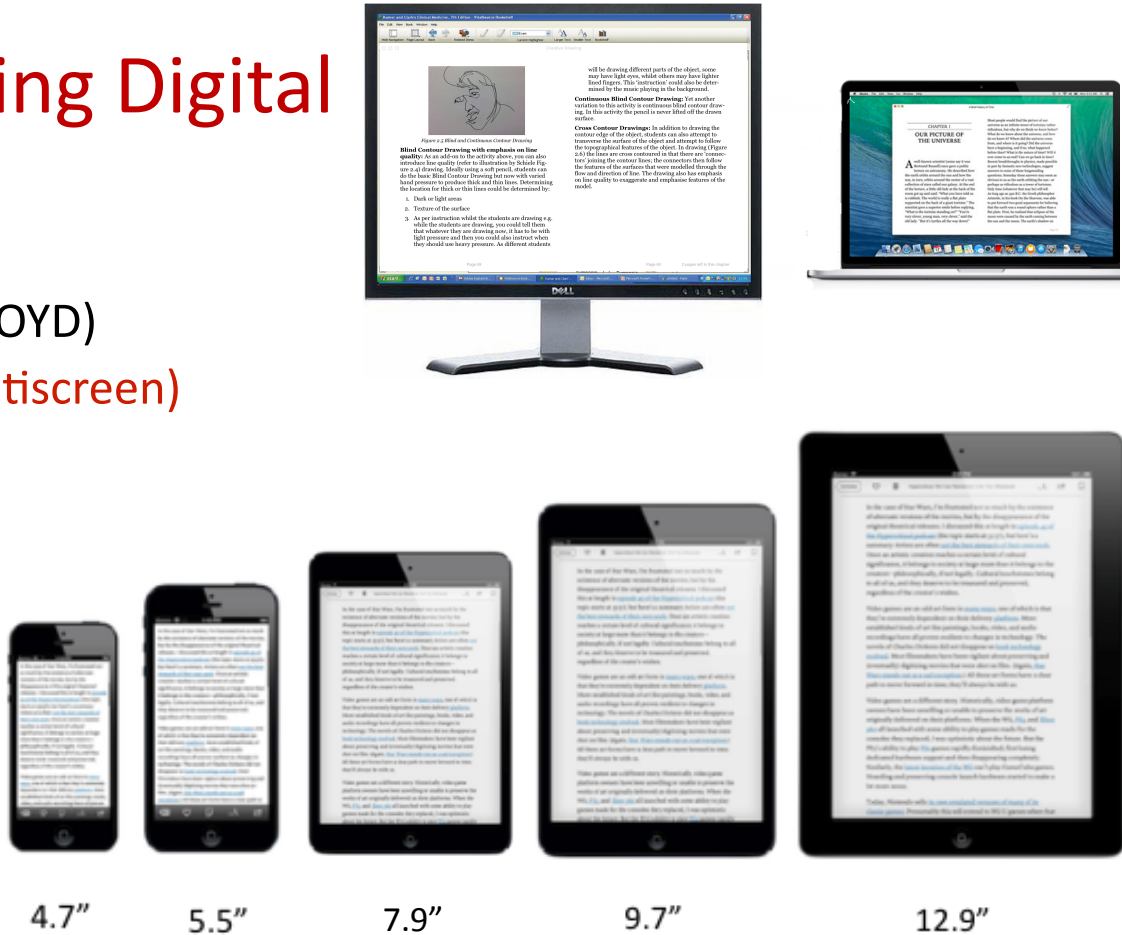
Kindle



Samsung

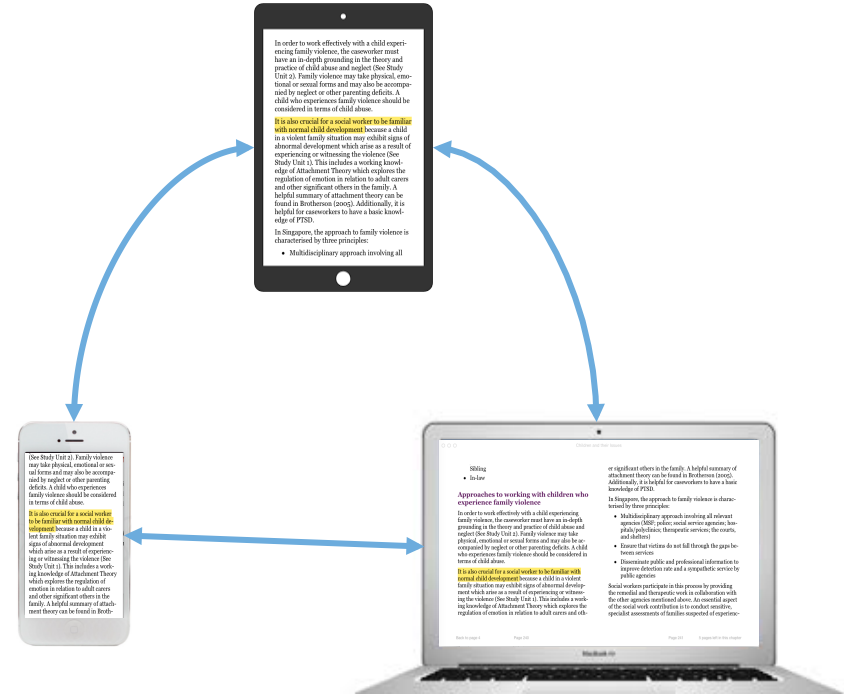
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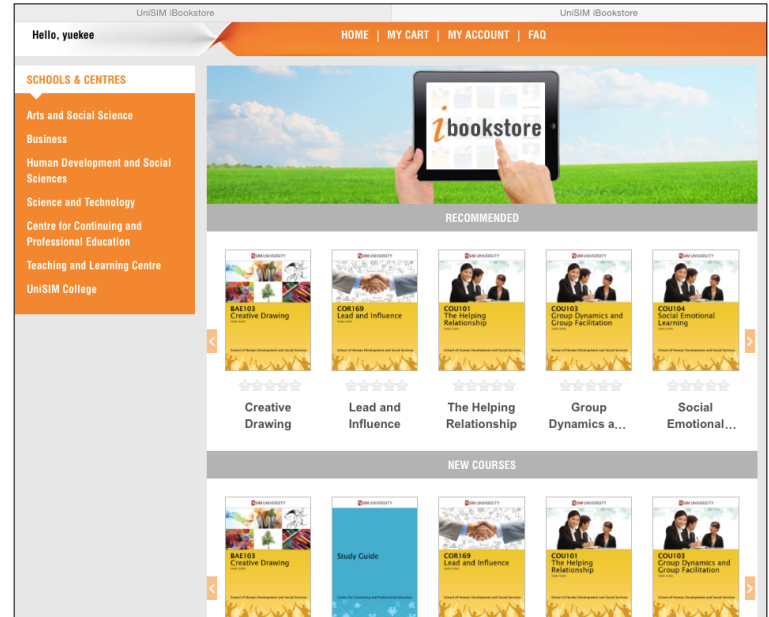
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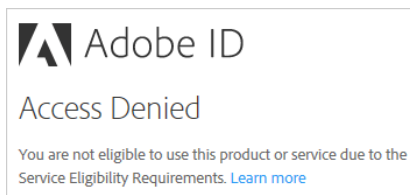
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Course Title : Group Dynamics and Group Facilitation

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# POINTS OF VIEW: Do we all want different things?



- University – Content Provider – Teacher Curator
- Publishers – Vendors
- Students – the Digital Generation

# IHLs' Questions

- What does digital mean for content development?
- How can we prove that digital improves learning?
- Can digital provide a more personalized learning experience?
- Can digital improve the quality of our learning materials?
- How do I get Faculty and Students buy-in?

Discoverability	Track-ability
Mobility	Accessibility
Interactivity	Mutability

# Publishers' Questions

- How do I continue to make print textbooks relevant and profitable?
- How can we provide interactive eTextbook if that is what the customer want? And at what price?
- How do we protect our copyright?
- How do we differentiate ourselves from our competitors?

Publishers will work with you if commercially viable  
Promote their own proprietary content delivery system or LMS  
Hard for publishers to “work together”

# Students' Questions:

- Is digital going to cost me more?
- Can digital improve my grades?
- Can digital facilitate my social interactions?
- Can I make a copy of print – just in case?

Students prefer print – if free.

**e to P** model is the next trend.

Time is on our side – e-readers and habits are changing.

## Some lessons

- We followed ePub3 Standards....not all e-Readers do
- We adopted a no DRM policy – but we are under pressure to “protect” our intellectual assets
- Digital asset management is important
- Publishers support ePub – but promote their own platform
- Students like the flexibility and enhanced learning content in eBooks – but not to pay more
- LMS support for ePub is weak
- We need to show that learning can improve with digital

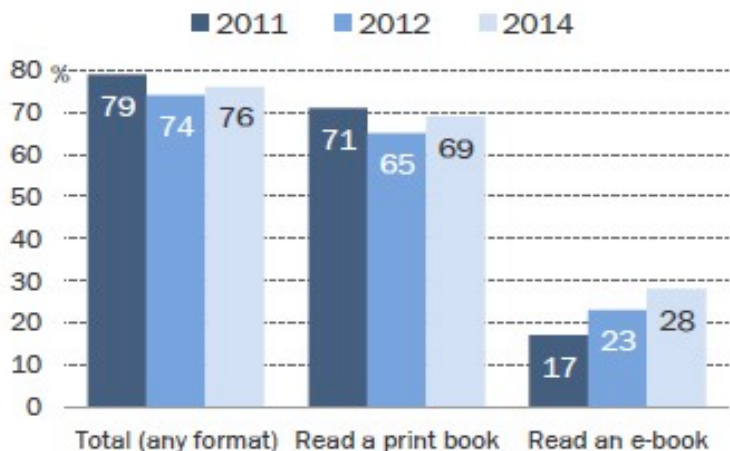


# Trendspotting



## Most adults read a book in the past year; print remains most popular, but e-reading is on the rise

*Among American adults 18 and older, the % who read at least one book (in total, in print, or as an e-book) in the past year*



\* "Total" also includes those who listen to audio books (not shown).

Source: Pew Research Center's Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

e-Reading still on the rise ...

## College Students Still Prefer Print Textbooks

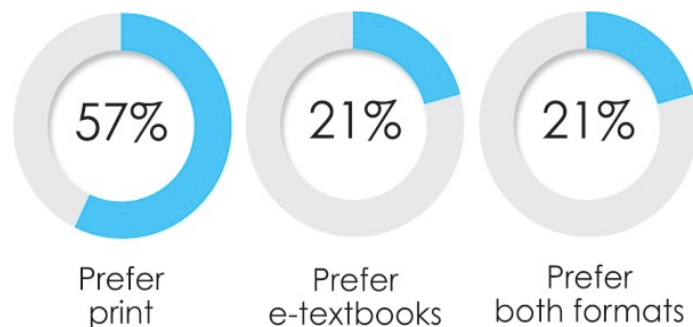
By Teri Tan | Jul 08, 2014

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by the Month

Last winter, Hewlett Packard conducted a 10-minute online survey at the San Jose State University (SJSU) to measure student preference for e-textbooks and printed version. A total of 527 students were involved in this survey:

Of the 527 respondents, two-thirds of which have used both e-textbooks and printed version, 57% said they prefer print. Only 21% of those polled favor the e-version. The remaining 21% stated that they prefer both formats.



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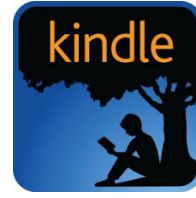
Available on the  
iBookstore

amazonkindle

nook™

by Barnes & Noble

# Not all e-Reader Software are ePub3 compatible



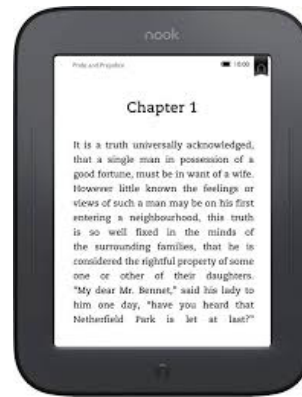
## A variety of e-Readers



Kindle  
Fire



Kobo Glo



Nook  
Simple Touch



Kindle  
Paperwhite



Apple  
iPad



Galaxy  
Note 8

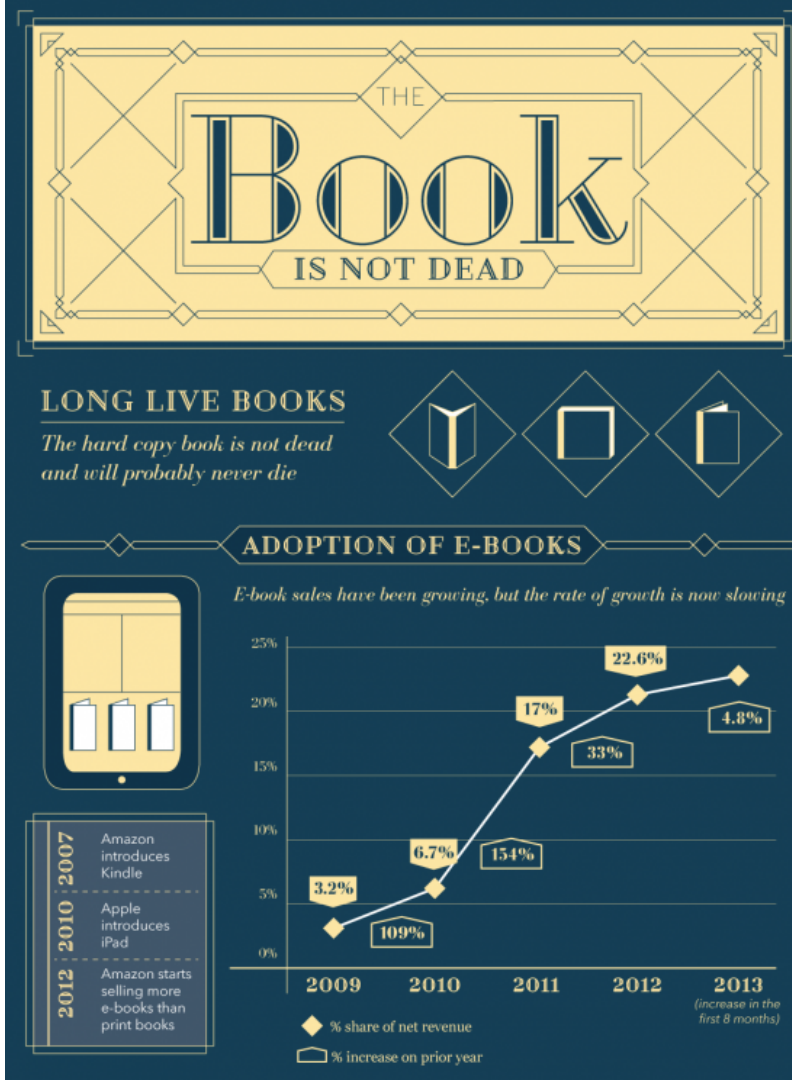


Kobo  
Aura



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e-reader Pro

THE BOOK  
IS DEAD



LONG LIVE  
THE BOOK



# Photocopied eBook



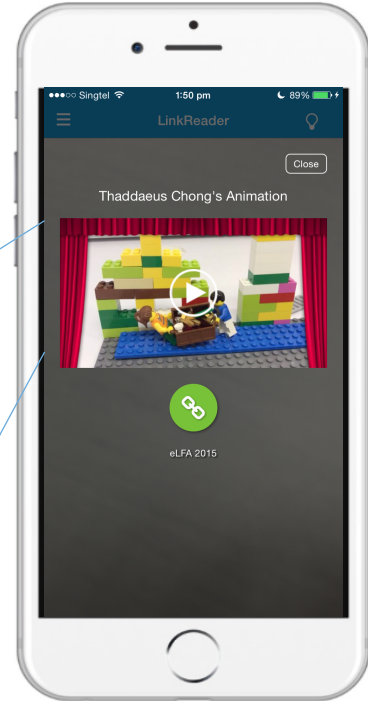
## Hybrid Book

Thaddeaus Wong produced this video vignette as part of his project assignment for Stop Motion Animation with LEGO® at a 4-day workshop conducted by Pathlight School's IT & Design Academy. Entitled "Caring and Sharing (SG50!!!!!!)", this video illustrates Thaddeus' perspective of kindness and was selected as his school's contribution to the SG50 e-book project.

This video was shot and edited entirely using Stop Motion Studio Pro on the tablet. Watch it and be amazed at what can be achieved when one combines basic IT skills with a high degree of imagination!



Scan the image with **LinkReader**





## Phone Book

INSERT SMARTPHONE INTO  
THE BACK OF THE BOOK



## THE NEXT TEN AN INTERACTIVE APP BOOK

### CHALLENGE

To celebrate it's 10th anniversary, Accenture was looking for an innovative gift for their top clients and business relations.

### SOLUTION

There's something about a physical book. There's something about an e-book. Wouldn't it be lovely to combine these two into a most wanted book: The App Book.

An innovative combination of old and new media, with a physical book and a digital app that interacts with and adds to the written interviews.



## Book Library



Stockholm City Library has  
rows and rows of books

## Digital Library



Bucharest subway commuters can scan QR codes from  
the book spines to download them to their smartphones



Beijing Subway Now Has a Library of  
Free e-Books for Passengers



The books are curated by the National Library of  
China (NLC) which hopes to help make people  
more likely to read in everyday life.



## TRAINS



Penguin Random House brings eBooks to Amtrak's Acela Express passengers.

## PLANES



Southwest to offer Kobo e-Books Inflight

## AUTOMOBILES



Uber France has partnered up with PressReader to offer thousands of free digital newspapers and magazines.

## AIRPORTS



eBook Kiosk at San Antonio International Airport allows you to borrow eBooks for free to check out for 7 days.



The Future of Books

THE END